

*B2*  
said system configured to profile results of the marketing campaign against said user defined models.

*A2*  
*Contd*  
12. (once amended) ~~A~~ A system according to Claim 11 further configured to assign a score to results of the marketing campaign.

*C1*  
*Contd*  
13. (once amended) A system according to Claim 11 further configured to compare accounts targeted by the marketing campaign against those accounts not targeted by the marketing campaign.

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15. (once amended) A system according to Claim 11 further configured to ensure that the marketing campaign is reaching a targeted population base.

*A3*  
16. (once amended) A system according to Claim 11 further configured to capture graphically, clusters of data built using statistical procedures.

*C1*  
*Contd*  
17. (once amended) A system according to Claim 11 further configured to construct gains charts from user defined models and campaign results.

18. (once amended) A system according to Claim 11 further configured to rank order user defined segments.

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### Remarks

The Office Action mailed April 9, 2002 has been carefully reviewed and the foregoing amendment has been made in consequence thereof. Submitted herewith is a Submission of Marked Up Claims, a Request for Approval of Drawing Change, and a Request for Approval of Formal Drawings. Also submitted herewith for approval are formal drawings.

Claims 1-9, and 11-20 are pending in this application. Claim 10 has been cancelled. Claims 1-20 stand rejected.